



Schwegler's
"THOR-O-BRED"
BABY CHICKS
"LIVE and LAY"

Mr. Frank Wick 12/30/28
581 North Colony Street
Meriden, Connecticut

**Schwegler's
Hatchery**

Our Strong Husky Chicks Bred From
Heavy Laying Strains Will
Increase Your Poultry Profits

We Hatch the 10 Popular Breeds

COME AND VISIT OUR HATCHERY

212 NORTHAMPTON
BUFFALO, NEW YORK

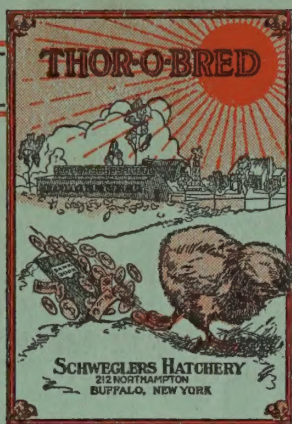


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Schwegler's

Baby Chicks

**Live
and
Lay**



**Vigorous
Heavy
Layers**

Dear Friend:

It is with pleasure we are mailing you this catalog, which takes you through each important step in our breeding process--tells you all about the mating, health and egg production, the skilled operation of our Hatchery and finally the rigid inspection and careful selection of each individual chick before they are shipped.

You are justly entitled to every dollar that can be made from your flock. This year I would like to see you enjoy the extra profits that should be yours if you get the right kind of chicks.

For the past 12 years we have been furnishing our baby chicks to an ever-increasing list of progressive poultry keepers. These folks order from us year after year because they have found by personal experience that it pays them to do so.

Every year we have gone a step farther in improving our stock, and this year we are using over 200 New York State cockerels hatched from Record of Performance (R.O.P.) hens that

OVER

laid from 240 to 307 eggs in one year under official record. These hens were headed by pedigreed cockerels with records up to 273 eggs.

By constantly building up our breeders in this way, our chicks possess those characteristics necessary for heavy egg production and will prove profitable to you.

Realizing how so many others have increased their poultry profits by buying our "Thor-O-Breds", I am anxious to see you place your order with us this year so we can demonstrate to you personally the high quality of our chicks.

Each year we receive many letters from customers who for one reason or another have been led to accept offers to buy chicks which on first thought might seem to be cheaper but which in the end fail to bring the profits expected. We offer no discounts or special inducements to secure an order--but give a man his money's worth every time. You usually get just what you pay for--and it is not reasonable to suppose anyone is going to give you something for nothing.

After reading this Chick Book, you will see that the first cost of the chicks isn't the real cost. How many have you raised, and are they heavy producers? That's the way to figure the value of a chick.

To let a few cents stand between you and real profits is poor business policy. Even though a "Thor-O-Bred" should lay but a single dozen more eggs than the usual kind of chicks, you have a nice profit on your investment--

and our customers report that their "Thor-O-Breds" do much better than this.

By following a money-making policy in getting the best chicks to be had, you are laying the foundation for your success. Our chicks have the bred-to-lay ancestry back of them for generations. Just as they have brought a profit to so many others, they will bring you success, too.

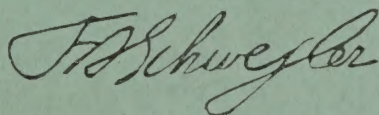
We know the quality of our chicks and that their persistent laying will please you. Our customers come back year after year, which shows that our stock satisfies them in every respect.

We hatch all of our chicks in the most modern type incubators known to poultry science. Under these conditions our chicks are hatched right, full of vitality and easy to raise.

Whether your order is large or small you may depend upon our best personal attention. We guarantee 100 per cent live delivery to you--and you can feel certain your chicks will be shipped to you when you need them.

We will look forward to your order, or you may feel free to write for further information. May we hear from you soon?

Very truly yours,

A handwritten signature in cursive script, appearing to read "F. H. Schweyer". The signature is written in dark ink and is positioned to the right of the typed name "F. H. Schweyer".

FAS:MG

FROM

Schwegler's - Hatchery

HOME OF

Schwegler's **"THOR-O-BRED"** Baby Chicks

REG. U. S. PAT. OFF.

212 Northampton

Buffalo, N. Y.



